



Data and Privacy File Guides

Apple Media Services: App Store Pre-Orders

April 2025

File name App Store Pre-Orders.csv

File description This file contains information related to the pre-orders fulfilled for applications in the App Store.

Why Apple keeps this information Apple retains this information in order to ensure the integrity of transactions, understand user behavior and preferences, measure engagement, and improve software design.

Field Name	Details
Account Match	Whether the logged-in iTunes account identifier matches the logged-in iCloud account identifier on the user's device
Action Date Time	Timestamp for which the pre-order fulfillment was generated on the user's device
App Name	The name of the application from which the action was taken
Apple Account Number	Apple account identifying number
Client ID	The identifier for the combination of the user, device and App Store
Hardware Model	The device model from which the user action was taken
Is Signed In	Whether the user is signed in to iTunes
Item Descriptions	The name of the application that was fulfilled by this pre-order
OS	Operating system used to complete the action
OS Version	Version of the operating system used to complete the action
Page Context	The location on the page on which the action was taken
Page ID	The identifier of the page on which the user action was completed
Page Type	The type of page on which the user action was taken
Store Front	The country store front in which the user's action occurred
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an action was taken, in minutes
User Agent	Information about the user's device from which the action occurred, including information about the operating system and browser